MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

BEL4614 – ELECTRONIC COMMERCE

(All Sections / Groups)

12 MARCH 2018
9.00 AM – 12.00 PM
(3 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 2 pages with 1 sections only.
2. Answer **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

SECTION A (Answer all questions)

QUESTION 1

a) Besides infrastructure, electronic commerce (e-commerce) applications are also supported by five support areas. Explain the **FIVE (5)** support areas in the e-commerce application.

(10 marks)

b) Differentiate between disintermediation and reintermediation. Illustrate the flow of disintermediation and reintermediation based on business-to-consumer (B2C) supply chain.

(10 marks)

(Total: 20 marks)

QUESTION 2

a) Assume that your company wants to set up an intranet. Suggest and explain a wireless telecommunication network that is appropriate for setting up an intranet to your manager.

(6 marks)

b) Crowdsourcing is a specific sourcing model in which individuals or organisations use contributions from Internet users to obtain needed services or ideas. List the process of crowdsourcing in sequence.

(14 marks)

(Total: 20 marks)

QUESTION 3

a) CIA triad is a model designed to guide policies for information security within an organisation. What does the CIA stand for and how does it work?

(9 marks)

b) What are the differences between credit cards and charge cards?

(6 marks)

c) Explain what social engineering is and give a scenario to describe on how it works.

(5 marks)

(Total: 20 marks)

Continued...

QUESTION 4

a) Reverse logistics are the movements of returns from customers to vendors. Explain **FIVE (5)** efficient and effective ways of handling the returns.

(10 marks)

b) Define electronic commerce strategy. Briefly describe the **FOUR (4)** stages of strategic planning process in sequence.

(10 marks)

(Total: 20 marks)

QUESTION 5

a) In business-to-business (B2B) e-commerce, list and explain **THREE (3)** common types of materials traded by the firms.

(9 marks)

b) Explain what business-to-business (B2B) electronic exchanges (e-exchange) is and list **FOUR (4)** potential gains for a seller in the e-exchange.

(11 marks)

(Total: 20 marks)

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